

Amendments to the Claims

1-25. (Cancelled)

26-31. (Cancel)

32-49. (Cancelled)

50-76. (Cancel)

77. (New) A digital media production system for manufacturing on physical media and on demand at a local site a selected digital information product selected by a customer at the local site after a licensing control center located remotely from the local site provides an electronic release code authorizing the on demand manufacturing of the selected digital information product at the local site to the physical media, the system comprising:

a mass data storage device located at the local site and which stores digital information of a plurality of different digital information products including the selected digital information product;

a release unit located at the local site and which has a user interface and an output, said release unit:

permits selection of the selected digital information product from among the plurality of different digital information products stored on the mass data storage device by receiving a request via the user interface from the customer to manufacture on demand at the local site the selected digital information product to the physical media, and issues, via the output, the request as a product release request to the licensing control center;

a media generator located at the local site;

a packaging generator located at the local site; and

a control unit located at the local site and which controls both the media generator and the package generator, said control unit in response to receiving an electronic release code, which is both unique to and provided only for the selected digital information product by the licensing control center in response to receiving the product release request to authorize the on demand manufacturing of the selected digital information product at the local site to the physical media, causes a complete generation by:

- enabling the media generator to store on the physical media the digital information of the selected digital information product from the mass data storage device as well as to record on the physical media the issued unique electronic release code for the selected digital information product,

- enabling the packaging generator to produce physical media packaging specific to the selected digital information product for packaging the physical media and supplying to the customer at the local site,

wherein said control unit also prevents the complete generation of any other digital information product before receipt of another electronic release code unique only to the other digital information product from the remote licensing control center.

78. (New) A digital media production system for manufacturing on physical media and on demand at a local site a selected digital information product selected by a customer at the local site, the system comprising:

- a mass data storage device located at the local site and which stores digital information of a plurality of different digital information products including the selected digital information product;

- a release unit located at the local site and which has a user interface and an output, said release unit:

- permits selection of the selected digital information product from among the plurality of different digital information products stored on the mass data storage device by receiving a request via the user interface

from the customer to manufacture on demand at the local site the selected digital information product to the physical media, and issues via the output the request as a product release request;

a licensing control center located remotely from the local site and which:

- receives the product release request from the output of the release unit issued only in response to the request from the customer, and
- provides an electronic release code authorizing the on demand manufacturing of the selected digital information product at the local site to the physical media in response to receiving the product release request, said electronic release code being both unique to and provided only for the selected digital information product by the licensing control center;

a media generator located at the local site;

a packaging generator located at the local site; and

a control unit located at the local site and which controls both the media generator and the package generator, said control unit in response to receiving the issued unique electronic release code from the remote licensing control center authorizing the on demand manufacturing of the selected digital information product to the physical media causes a complete generation by:

- enabling the media generator to store on the physical media the digital information of the selected digital information product from the mass data storage device as well as to record on the physical media the issued unique electronic release code for the selected digital information product,
- enabling the packaging generator to produce physical media packaging specific to the selected digital information product for packaging the physical media and supplying to the customer at the local site,

wherein said control unit also prevents the complete generation of any other digital information product before receipt of another electronic release code unique only to the other digital information product from the remote licensing control center.

79. (New) A system as claimed in claim 78 in which the unique electronic release code includes a license number, and in which the packaging generator is arranged to print at least one of the license number and name of the customer which selected the selected digital information product onto the media packaging.

80. (New) A system as claimed in claim 78 in which the unique electronic release code includes a license number, and in which there is further included a certificate of authenticity generator arranged to generate a certificate of authenticity including at least one of the license number and name of the customer which selected the selected digital information product.

81. (New) A system as claimed in claim 78 in which the media generator is arranged to include a user-defined personalization applied to at least one of a surface of the physical media and the digital information stored on the physical media.

82. (New) A system as claimed in claim 78 in which the media generator includes a media writer.

83. (New) A system as claimed in claim 78 in which the unique electronic release code includes a license number, and in which the media generator includes a printer arranged to print onto a surface of the physical media associated with the selected digital information product at least one of the license number and name of the customer which selected the selected digital information product.

84. (New) A system as claimed in claim 78 in which the request from the customer also includes details concerning personalized information of the customer received via the user interface, and the product release request further includes data representing the personalized information, and in which the control unit is responsive to the data representing the personalized information by causing the media generator to include the personalized information in the physical media for the selected digital information product.

85. (New) A method for a customer at a local site to cause on demand manufacturing of a selected digital information product on physical media at the local site, the method comprising:

providing the system according to claim 77; and

receiving a request on the user interface from the customer to manufacture on demand at the local site the selected digital information product to the physical media.

86. (New) A method as claimed in claim 85 wherein the request is received at point of sale in which the customer purchases the selected digital information product.

87. (New) A method as claimed in claim 85 further comprising associating the issued unique electronic release code with the customer.

88. (New) A method as claimed in claim 85 wherein the issued unique electronic release code includes a license number, and said method further comprises printing the license number onto the packaging.

89. (New) A method as claimed in claim 85 further comprising printing name of the customer onto the packaging.

90. (New) A method as claimed in claim 85 further comprising electronically storing on the physical media information representative of the customer.

91. (New) A method as claimed in claim 85 further comprising receiving customer-selected information via the user interface with the request, and storing the unique electronic release code on the physical media along with the received customer-selected information.

92. (New) A method as claimed in claim 85 in which the unique electronic release code includes a license number, and said method further comprises printing the license number onto a surface of the physical media associated with the selected digital information product.

93. (New) A method as claimed in claim 85 further comprising printing name of the customer onto a surface of the physical media associated with the selected digital information product.

94. (New) A method as claimed in claim 86 further comprises producing a certificate of authenticity at the point of sale which contains the release code.

95. (New) A method as claimed in claim 94 further comprises adding name of the customer to the certificate of authenticity.

96. (New) A method as claimed in claim 86 further comprising receiving from the customer at the point of sale a user-defined media personalization, and adding the personalization to the physical media.

97. (New) A method as claimed in claim 96 further comprising printing the user-defined media personalization onto the packaging.

98. (New) A method as claimed in claim 96 further comprising electronically storing the user-defined media personalization on the physical media along with the selected digital information product.

99. (New) A method as claimed in claim 86 further comprising storing at the point of sale a plurality of customer requests; receiving at the licensing control center the plurality of customer requests; and issuing from the licensing control center and sending to the point of sale a plurality of unique release codes, one for each request, in response to the plurality of customer requests.

100. (New) A method as claimed in claim 86 further comprising issuing in advance and transmitting electronically a plurality of unique release codes from the licensing control center to the point of sale; and associating one of the unique release codes issued in advance with the customer on receipt of the customer request.

101. (New) A method as claimed in claim 86 further comprising keeping a cumulative record at the point of sale of all supplied physical media and associated unique electronic release codes, and forwarding the cumulative record electronically to the licensing control center.

102. (New) A method as claimed in claim 86 further comprising receiving a student number in the request via the user interface for a student sale at the point of sale; validating the student number with reference to a representation of valid student numbers; and authorizing the point of sale upon the validation.

103. (New) A method as claimed in claim 86 further comprising receiving a previous license number in the request via the user interface for an upgrade at the point of sale; validating the previous license number with reference to a representation of valid previous license numbers; and authorizing the point of sale upon the validation.

104. (New) A method as claimed in claim 86 further comprising storing a code at the point of sale or at the licensing control center; and pre-coding the physical media with the code before storing customer selected information also received in the request via the user interface.

105. (New) A method as claimed in claim 104 in which the code is unique to a fulfillment unit.

106. (New) A method as claimed in claim 86 further comprises receiving from the customer a user-defined selection of products in the request via the user interface; and storing at

the point of sale the request for the user-defined selection of products for accessing at a later time.

107. (New) A method as claimed in claim 106 in which the user-defined selection of products comprises a gift list.

108. (New) A method as claimed in claim 107 in which the user-defined selection of products comprises a list compiled by an educational establishment.